



PRINCIPLES OF JOY
ORIS HANDBOOK 25/26

ORIS
HÖLSTEIN 1904







Deeply rooted in Hölstein, we at Oris strive to make the world a little brighter and bring joy. That's why the people who come together here often share more than just their passion for watches. They're united by the search for new paths, their commitment to sustainability and their belief in the strength of community. That's what this book is about. So, here they are: our 27 principles of joy.

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1

Rolf Studer's message comes across loud and clear. "We want to make people smile with our watches," says Oris's Co-CEO. "We have to be honest and recognise that no one needs a mechanical watch today, but then again, maybe they do because a luxury watch is a joy. And we all need joy."

Together with his colleagues in Hölstein and in the 80 countries around the world where Oris watches are available, Rolf has encouraged an attitude of responsibility to ourselves, to each other and to the environment. "The perception of luxury that we have is creating positive energy and good moments for people with other people," he says. "I believe this is very relevant still. With so much conflict in the world, we want to keep this civilised, cultured approach to making watches. We are and we always have been the watch for the citizen: the world citizen. This is our philosophy."

Over the past three years, Oris has reduced its total global emissions by almost 30 per cent, the result of a huge company-wide effort led by Rolf that began in 2019. "It brings us great joy that we reached the target of our three-year plan," he says. "It was very ambitious. Now, the journey goes on and we believe in it as firmly as ever. It's important to make sure we're a good corporate citizen and look after our people and our planet."

ORIS PEOPLE: ROLF STUDER, CO-CEO

MAKE OTHER PEOPLE SMILE

ORIS.CH



NINE

FEEL THE PLEASURE IN SIMPLE BEAUTY

The Big Crown Pointer Date has been a staple of the Oris collection since 1938. This year's updates secure it for future generations

2





Sunshine state of mind: the new Big Crown Pointer Date's dial is a lesson in joyful simplicity, here in a warm yellow hue



Simplicity equals longevity: if there's a reason the expression is used so much in design, it is in part because of the Big Crown Pointer Date. Introduced in 1938, it has been in constant production ever since, proof both of its longevity and of the axiom. It's so simple, and therefore it has outlasted countless other designs.

As it was, it had to be simple. The first iteration was created for pilots as the era of pioneer aviation quickly morphed into a new chapter of aerial warfare and then passenger air travel. A new generation of pilots needed instruments that were accurate and reliable so they could be called upon for making quick calculations relating to speed, distance, bearing, fuel economy and so on. But delivering those qualities would count for nothing if the design of the watch wasn't legible.

Early cockpits were unwelcoming places. Cramped, noisy and often cold, they were hospitable neither to pilot nor their watch. Oris's solution was to create a watch with an oversized crown that could be easily adjusted by an airman wearing gloves to keep his hands from the biting chill. The dial was decorated with large Arabic numerals and a central pointer hand with a red tip that aligned to a date gauge running around the outer edge of the dial. Lumed, syringe-shaped hands encouraged unambiguous readings, essential while airborne.

This created a simple, legible form that served its intended purpose beautifully. As a consequence, it has endured through generations, long since becoming Oris's signature design. Over almost nine decades there have been untold expressions of the Big Crown Pointer Date, fusing colours, materials and complications so that the back catalogue now brims with landmarks.

This year, we're returning to the Big Crown Pointer Date once more and introducing a fresh colour palette, a new metal bracelet and a smaller 34.00 mm model, all of which give the timeless design a contemporary, considered update and add to its versatility.

First, to colour. We're introducing versions with terracotta, green, yellow, lilac and blue dials, each in warm, welcoming hues chosen to lift the spirits. The 34.00 mm model will come with a choice of either a textured beige dial or a black dial set with 12 lab-grown baguette diamond indices. Each new model complements the core Big Crown Pointer Date collection.

Inside them, there will be a choice of movements. The 40.00 mm terracotta and green dial variants will carry our five-day Calibre 403 automatic, while the 40.00 mm yellow, lilac and blue dials and the 34.00 mm models will be powered by a Swiss Made automatic.

SIMPLE, FUNCTIONAL,
TIMELESS DESIGN: THE
BIG CROWN POINTER
DATE REMAINS A
LESSON IN SIMPLICITY
AND LONGEVITY

Simple, functional, timeless design: after all these years, the Big Crown Pointer Date remains a lesson in simplicity and longevity.

The Big Crown Pointer Date Calibre 403 is equipped with one of our five-day automatics. All Calibre 400 Series movements come with three real-world performance promises



FIVE-DAY POWER RESERVE

10-YEAR WARRANTY

Reliability comes as standard with any Oris watch carrying a Calibre 400 Series movement. Register with MyOris to activate a 10-year warranty.



403 7799 4068-07 8 20 06

The open case back of the Big Crown Pointer Date Calibre 403 reveals our five-day, anti-magnetic automatic. The 40.00 mm watch is water-resistant to 5 bar.



3

More than 120 years have passed since Oris was founded by two independent, entrepreneurial watchmakers. In that time, the company has experienced highs and lows, overcoming countless historic political and economic challenges.

But few events in its history were more significant than those of 1982, when Dr Rolf Portmann (see page 32) and Ulrich W. Herzog staged a management buyout, securing Oris's future.

"Buying a watch company was a huge risk," says Ulrich, who has served as Oris Chairman since 2005. "But Dr Portmann and I believed in Oris's brand values, including its awareness and its proud heritage. We knew Oris had always made great watches at prices that made sense. It was also committed to its staff, community and customers, and to the environment. This gave us courage, but even so, we had to be brave."

Under Ulrich, mechanical watchmaking and reviving the traditions of movement innovation became the focus. Today, Oris is proudly independent and only makes watches with mechanical movements, many of them created in-house. "Quartz lacks emotion," says Ulrich. "This company has always made watches that bring innovation and joy. Even after more than 40 years with Oris, I continue to be committed to its future."

ORIS PEOPLE: **ULRICH W. HERZOG, CHAIRMAN**

HOLD ON TO YOUR VALUES

ORIS.CH



SEVENTEEN

4 PEOPLE AND PLANET FIRST



Aquis Date
Upcycle dials
are made from
recycled PET
plastic. No two
are the same, but
they all tell the
story of change



One of the reasons Oris's founders chose to locate their business in the remote Swiss village of Hölstein was its setting. Our building is surrounded by the slopes and pine forests of the Waldenburg Valley. Every day, our watchmakers look out over it. We breathe nature. It inspires us. But we know that makes us lucky. Our planet's health is still deteriorating, and we have a collective responsibility to arrest and reverse climate change.

Today, we're a climate neutral and socially responsible company with ambitious targets. We're proud to have reduced our total global emissions by just under 30 per cent over the past three years. We continue to offset emissions we're unable to avoid (such as those in our value chain) by backing solar farms and innovative projects such as Plastic Bank. And we remain a UN supporter through associations such as our partnership with UNHCR Goodwill Ambassador Yusra Mardini (see page 38).

Why do we do this? Two reasons. First, because it's the right thing to do. And second, because we believe that together we can effect change. Now, we're seeing results and real change. And this brings us and our customers great joy.



ORIS SUSTAINABILITY REPORT 2024

As part of our ESG commitment, each year we publish a detailed sustainability report outlining our global carbon emissions, and the ambitious social and environmental programme of activity we're running with our partners to reduce our impact and bring positive change. Download your free copy by scanning the QR code below.

DISCOVER NOW

KNOW WHAT YOU WANT

5

Meet the ProPilot X Miss Piggy Edition, a watch with a hot pink dial set with a lab-grown baguette-cut diamond that's inspired by the completely fabulous life, style and confidence of one of the world's most glamorous women

AND GO AFTER IT

ORIS.CH

The MUPPETS



© DISNEY



© DISNEY

The irresistibly fabulous ProPilot X Miss Piggy Edition is inspired by the legendary glamour and confidence of Miss Piggy from The Muppets

ORIS.CH



ORIS

The
MUPPETS

What an absolute joy it is to introduce you to our newest collaborator, the completely fabulous, irrepressibly glamorous Miss Piggy from The Muppets, as well as to the watch we've created in her name, the ProPilot X Miss Piggy Edition.

This is the second time we've worked with The Muppets. The new watch follows the ProPilot X Kermit Edition, which introduced the concept of Kermit Day on the first of every month and encouraged us all to make a little time for ourselves.

Now, it's Miss Piggy in the spotlight. Taking centre stage is the 34.00 mm stainless steel watch's hot pink dial and the lab-grown baguette-cut diamond set into it at 12 o'clock. And then, on the case back, a playful surprise. A spyhole offers a glimpse of the watch's spinning oscillating weight, or rotor, which is decorated with Miss Piggy. As the rotor spins, she appears briefly through the spyhole, her expression coy – demure, even.

It's a watch inspired by Miss Piggy's own style mantra for staying fabulous, which has served her impeccably since she

TWENTY-THREE



burst onto the scene half a century ago. “Accessorise as much as possible!” she says, clutching a particularly elegant handbag. “I, for one, never leave home without my pearls or my gloves or my purse or my bedazzled water bottle or my assistant who reminds moi which accessories to never leave home without!”

Is this what makes her fabulous? Not only that. “To moi, fabulous is a mindset, a way of life,” she explains. “Moi is fabulous simply because moi insists upon being fabulous!” And who influenced this way of thinking in her? “Oh, that’s easy ...”

“
OTHERS MAY ENCOURAGE
VOUS BUT THE MOTIVATION
HAS TO START WITH YOU

she says with an impish smile. “Moi! I have had the greatest influence over my life – and, I assume, the lives of every other person on Earth. After all, do you think anyone but moi could have clawed my way out of the chorus line and into the spotlight to become a beloved worldwide sensation? Absolutely not!”

An Oris watch is designed to bring joy. What brings Miss Piggy joy? “Oh, so, so many things!” she says. “It’s like I always say: if it brings you joy, buy it, sweetie!” For a moment, she comes over a little more serious. “I’ll start with Kermit, and my precious pup Foo-Foo, and all my Muppet friends-slash-co-stars (even the weird ones),” she offers, before returning to her theme. “Plus, teensy little things like universal fame and the adoration of millions. And high fashion, too.” And then she tosses her blonde hair back and is suddenly mischievous. “Oh! And chocolate! You don’t have any on you, do you?”

Since she first appeared on stage, Miss Piggy has become known for her frankness: she’s never been afraid to speak her

mind and to stand up for what she thinks is right. Millions of women all over the world have been inspired and empowered by her attitude. When it comes to passing on her wisdom, she has some big advice. “Be your own biggest cheerleader,” she begins, before adding emphatically: “Yes, others might encourage vous along your journey, but the motivation has to start with YOU!”

She continues. “Know what you want and go after it until you get it! Unless you want to be as beloved as moi – then you’d better change your dreams immediately because that lane is taken! Haha! Only kidding ... kinda. Kissy, kissy!”

Rolf Studer, Oris Co-CEO, says the collaboration came together naturally. “Like Miss Piggy, we’re optimistic about the future,” he says. “Life’s too short not to have big dreams. We made this watch for independent, stylish and, above all, fabulous individuals and we couldn’t think of a better collaborator than her, a global icon, to be the star of the project.”

PROPILOT X MISS PIGGY EDITION

531 7796 4158-07 8 17 05 LC
The “Miss Piggy” has a 34.00 mm brushed and polished stainless steel case and bracelet, and is water-resistant to 10 bar (100 metres). The hot pink dial is set with a lab-grown baguette-cut diamond at 12 o’clock.

DISCOVER NOW



What do women want? Beautiful, complex mechanical watches made for women, says Century Xie, founder of Parisian jeweller ALP

Drawing broad conclusions about watchmaking is difficult, even unwise, when you're on the inside. So when we were looking for views on women's watches as we extended our collection with more pieces tailored to the specific requirements of women, we turned to Century Xie, founder of the jewellery brand ALP, for her unbiased – and unvarnished – reflections.

"The watch industry has had a long history of being a bit of a 'boys' club,'" begins the Shanghai-based designer. "When you look around, men's watches are big, robust and packed with complicated movements. While women's watches? They're usually smaller, a little bling here and there, often feeling more like jewellery than serious timepieces.

"But the relationship between women and watches should be much richer, especially for those who truly understand the beauty of time," she continues. "A watch isn't just about keeping track; it's an extension of one's style, a subtle form of self-expression. Putting on a mechanical watch just hits different."

So what does she think watchmakers should consider when creating desirable watches for women? "Women belong at the

forefront of watchmaking, too," she says. "Women aren't here as 'decorative wearers' but as confident, discerning buyers with an eye for personality and power."

And what, in her view, should characterise women's watches? "Women today want more than a pretty watch," she says. "They want something bold and intricate, a design that says, 'I know what I'm wearing, inside and out.' We're looking for timepieces that are beautiful on the outside but complex on the inside, here to make a statement for those with serious style and attitude. We want watches that show we're about being interesting, direct, and utterly in love with who we are. So forget the labels and live your most dazzling self!"

The watch market continues to be dominated by men's watch designs, but in recent years Oris has begun offering a series of models specifically targeting women. Not just smaller versions of men's watches, but bespoke watches with more elegant, wearable profiles and dials that, as Xie says, dazzle. Take the adventurous Aquis Date 36.50 mm with its supple H-link bracelet, or the sporty new 34.00 mm Big Crown ProPilot Date, which carries all the classic codes of our historic signature design, only reinterpreted to suit women's wrists. For those who like diamonds, there's a diamond-set dial iteration, but we also make a piece with a simple textured beige dial, too.

"A woman's relationship with her watch is gentle yet resilient, with pride and a hint of dependence," says Xie. "All those diamonds and intricate mechanisms represent her approach to life: stunning on the outside, solid on the inside, not just decorative. A watch isn't just a symbol of time; it's an extension of her, moving forward every second, right there with her."

Xie's final words come as a warning to watchmakers. "Women appreciate taste, craftsmanship and precision as much as anyone," she says. "And yet the industry has been overlooking that half of the timekeeping universe!" We hear you, Xie!

FORGET LABELS:
LIVE YOUR MOST
DAZZLING SELF

TAKE IT EASY (EVERY DAY)

The new Divers Date is inspired by the casual style and joyful spirit of the 1960s. Robust and versatile, it'll go with you wherever you go



7

Looking at pictures from the 1960s, life can look so easy. Nostalgia does that. But then this was a time when the world was growing in confidence, experimenting with new ideas that replaced the austerity of the past with colour, optimism and joy.

Oris thrived in the 1960s. In 1965, we introduced our first dive watch, catering for an upwardly mobile generation that loved travel and adventure. The watch had a simple, legible aesthetic, and offered 100 metres of water resistance, as well as the promise of a life lived well.

As well as being a reliable underwater tool, it also contributed to a decade of effortless style and glamour. This was the era of Sean Connery's James Bond, Jane Birkin, The Beatles, Mary Quant and the miniskirt. The Swinging Sixties changed the way the world thought about itself.

And it's this easy confidence that the new Divers Date recaptures. How so?

Our in-house design studio began with a lucid philosophy. "The original is an Oris design treasure and characteristic of the 1960s, when it was issued," says Lukas Bühlmann, Oris's Head of Design. "It was important to us that you can still see where the new watch originated."

The new design echoes many details from the original. "As for the codes," Lukas explains, "there are a few points where the watches intersect, most definitely the typographics used in the

numbers, the domed crystal and the extremely flat side view. The rotating bezel is a core element, too, as is the riveted metal band, to which we only made small adjustments."

Of course, 60 years on, there are upgrades. "We wanted to make the watch feel more grown-up and more durable," says Lukas. "The case back is now open, because people like to see the movement. The side view is also now a little thicker, making the watch feel more compact. And a new typeface was developed exclusively for the collection."

Other advances include the bezel insert, now made of fade- and scratch-resistant ceramic, while the new bracelet has a quick-change system so it can be switched out for the rubber strap supplied with the watch. It's also water-resistant to 20 bar (200 metres). Useful additions.

Much of the success of the new design, says Lukas, is in the colour palette. The new model has black, blue and beige dial options. "This is in the spirit of the 1960s," he says. "It also helped us reflect Oris's rich industrial heritage." The result is a versatile everyday sports watch.

But for all the contemporary upgrades, the easy nature of the original remains. "When you wear it, you feel the stylish life of the 1960s," says Lukas. "Think of the effortless chic of the late, great Alain Delon in *La Piscine* – ç'est ça."



The casual style of the Divers Date is inspired by the easy spirit and casual chic of the 1960s, the decade in which we presented our first dive watch



DIVERS DATE

733 7795 4055-Set

The new Divers Date automatic has a 39.00 mm stainless steel case and a ceramic bezel insert. It's water-resistant to 20 bar (200 metres) and supplied with a quick-change metal bracelet and black rubber strap.

[DISCOVER NOW](#)

“
THE ORIGINAL IS AN ORIS
DESIGN TREASURE. YOU
CAN SEE WHERE THE NEW
WATCH ORIGINATED

8

Few people have shaped Oris's story like Dr Rolf Portmann. He was hired in 1956 to help Oris reverse the peculiar and outmoded "Swiss Watch Statute" that prevented watch companies from adopting and innovating new movement technologies.

Until then, Oris had used pin-lever escapements, while newer lever escapements had been shown to be more accurate. Unless the law was changed, Oris would be stuck with old technologies. It took him a decade of lobbying, but in 1966 the law was overturned and Oris was free to build its future.

"It's rarely talked about now, but at the time it was a huge milestone," says Rolf, who continues to serve as Oris's Honorary Chairman into his nineties. "It meant Oris – and many other Swiss brands – were released from some archaic rules and freed to make better watches. Without that moment, Swiss watch history would be very different."

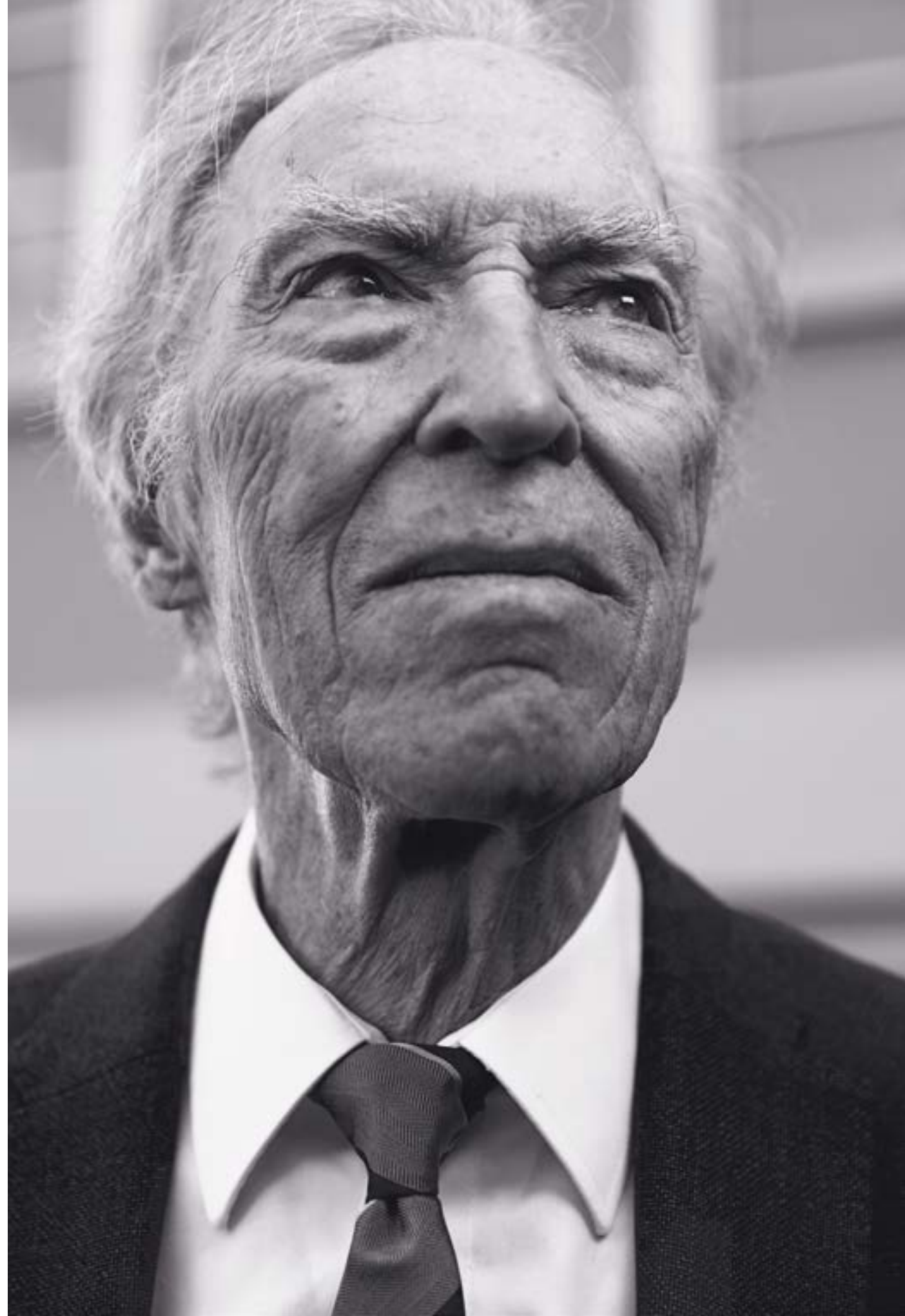
Later, in 1982, Rolf and Ulrich W. Herzog (see page 16) led the management buyout that secured Oris's independence and returned it to mechanical watchmaking after the challenges of the Quartz Crisis. Many have said they saved Oris.

"When people say that, I always say my part of the play was to take the risk," says Rolf quietly. "I believed in Oris, I never lost faith. But the merit is not mine. It was always the staff's."

ORIS PEOPLE: **DR ROLF PORTMANN, HONORARY CHAIRMAN**

NEVER GIVE UP

ORIS.CH





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MAKE A LITTLE TIME FOR YOURSELF

The ProPilot X Kermit Edition continues to be one of our most popular watches. That might be because it doesn't take itself too seriously ...

9

ORIS

The
MUPPETS

The ProPilot X Kermit Edition is the most seriously unserious watch we've ever made. It's about joy, and making time for yourself

A few years ago, it hit us. A mechanical watch really only has one job: to make people smile. In a way, that's always been the case. But somehow the job got bigger. We're as hungry for joy as we've been for generations. A mechanical watch – technically redundant you could argue – has no right to exist in a digital, smart, increasingly AI-driven age, and yet as we came to realise, a mechanical watch can be a source of eternal joy.

This is why our gloriously green-dialled ProPilot X Kermit Edition has become one of our most popular watches. Created in collaboration with The Muppets and Kermit the Frog (who has many names around the world, such as "Gustavo" in some Spanish-speaking countries, or "Caco, o sapo" in Brazil), its main function is to spread some joy. To give people a reason to smile, every day.

Together with Kermit the Frog, we doubled down on that simple but important concept through a whimsical song, written and performed by Kermit, in which he muses "gotta make time for me". This isn't a self-serving mantra set to a witty banjo riff. Instead, it's an encouragement to us all to step back from the crazy of everyday life and rest, relax, reflect and do something that brings us joy. It's a lesson we can forget when life is shaped by endless to-do lists, brimming inboxes and the sense that fulfilment only comes through endlessly doing rather than constantly being.

The idea is distilled in "Kermit Day", the first of every month, on which Kermit appears smiling in the watch's date window. We now look forward to the first of every month, knowing that around the world, people will be celebrating Kermit Day and sending us images of their watches set against backdrops of cups of tea, cocktails, bathtubs or the great outdoors, among many other things. It's been a great joy for us to see how Oris fans have found joy through this watch.

Of course, while the message behind the ProPilot X Kermit Edition is not to take life too seriously, it's still a serious watch: serious in the sense that it's a beautifully designed and engineered watch loaded with clever details.

Starting with the 39.00 mm case and bracelet. Both are cast in lightweight, brushed titanium so that while the watch

has a sporty, technical profile, it's also easy to wear. The bracelet design has a deliberate, sculptural look, but it's also deliciously ergonomic, so that it slides imperceptibly around the wrist.

Inside it is, arguably, the most serious mechanical movement that we've ever conceived: the Calibre 400 automatic. It comes with some serious upgrades such as a five-day power reserve, elevated levels of everyday anti-magnetism and a 10-year warranty. We're so confident in the engineering behind it that we also recommend an industry-leading 10 years between service intervals. That, users tell us, is a package that brings joy, too.

This, then, is a watch that juxtaposes the serious and the not so serious. It's a happy marriage of form, function and fun. "This watch's function is to make people smile," confirms Ken Laurent, Oris's Creative Director. "When you're in a good mood, you influence everyone else."

And of Kermit Day? "Sometimes all we need is a bit of conscious self-reflection," Ken says. "That makes a big difference. Sometimes we're on autopilot, so take a second to say, 'I'm actually here.' Do something that will make the next few hours better. There's not much more to it."

This year, the collaboration continues through the ProPilot X Miss Piggy Edition (see page 20). "These watches might perform, but first they appeal to our emotions," says Ken. "That's what this collaboration is really all about."

PROPILOT X KERMIT EDITION

400 7778 7157-Set

A green dial, a 39.00 mm titanium case and the game-changing Calibre 400 automatic. And, on the first of every month, Kermit appears in the date window to mark "Kermit Day".

DISCOVER NOW

“

THIS WATCH'S FUNCTION IS TO MAKE PEOPLE SMILE. TAKE A SECOND TO SAY 'I'M ACTUALLY HERE'



© DISNEY



FEAR IS BEATABLE

10

As a teenager, Oris Ambassador Yusra Mardini fled war-torn Syria. Her terrifying ordeal inspired a movie – and a life serving the world's refugees

By the time she made it to the island of Lesbos, Yusra Mardini was exhausted. Together with her sister Sara, she had spent three hours in the water, propelling their dinghy and its passengers across the Aegean Sea with nothing but their own strength after its outboard motor had failed. Each of those passengers was a refugee, fleeing their homes in search of safety and a life free from conflict and persecution. Yusra was just 17 years old.

A decade on from those dramatic events, Yusra’s story is now well known. Having fled the civil war in her home country of Syria, she eventually settled in Germany, where she would convince a local swimming club to help her realise her dream of becoming an Olympic athlete. She would be a member of the first ever Refugee Olympic Team at the 2016 Games in Rio, and compete in the pool again in Tokyo five years later. Meanwhile, at the age of 19, she

would be appointed the youngest ever UNHCR Goodwill Ambassador, raising awareness of the unbearable plight of the world’s forcibly displaced people. Her story, which she would tell in the autobiographical *Butterfly: From Refugee to Olympian – My Story of Rescue, Hope, and Triumph*, was turned into the hit Netflix film *The Swimmers*.

Today, Yusra continues to serve as a UNHCR Goodwill Ambassador, and to champion the role of sport in helping refugees build new lives through the Yusra Mardini Foundation. In 2023, she agreed to become an Oris Ambassador and to support our campaign to promote positive change, while her Foundation became the first Oris Sustainability Partner. Yusra and the Foundation are now an integral part of our dynamic programme of humanitarian activities.

But despite her successes, Yusra has often spoken of how hard it has been to

overcome the traumatic experiences of leaving her home and her family, and the fear of open water she developed following the terrifying crossing she and her sister made 10 years ago.

Last year, she returned to Lesbos to take part in an event helping refugees learn to swim. “Returning to the water was scary,” Yusra says. “But I believe that being brave in life is a must. Going back has given me the courage to face new challenges. And I knew I was back to show the impact of sport on refugees’ lives. Everyone deserves access to sport and everyone can learn to swim or do other sports if the infrastructure allows.”

And then, last summer, she was back at the Paris Olympics, only this time as a commentator. “It was a bittersweet feeling,” she admits, having decided to retire from competitive swimming to focus on her Foundation and her film studies at the University of California.



Yusra Mardini’s inspirational story has increased awareness of the plight of refugees. UNHCR calculates there are now 120 million forcibly displaced people around the world. Yusra wears the Aquis Date 36.50 mm **oris.ch**



“
BEING BRAVE IN LIFE
IS A MUST. GOING
BACK TO THE WATER
HAS GIVEN ME THE
COURAGE TO FACE
NEW CHALLENGES

“

THE WORLD IS
COMPLICATED. IT'S
CRUCIAL THERE'S
AN INTERNATIONAL
BODY TO ADVOCATE
FOR REFUGEES

But I felt like part of that fantastic team, only with a different role, telling the exciting stories of their journeys with sports at the Olympics and beyond.”

The big moment at the Games came when Cameroonian boxer Cindy Ngamba won the Refugee Olympic Team's first ever medal. “Cindy is a great example of how anyone can achieve their goals if they're treated fairly and given the right support,” says Yusra.

Over the winter, together with support from Oris, the Yusra Mardini Foundation funded a swimming project run by Welcome 66 – an initiative in the south of France that helps refugees find their feet in a country where they have no status and no prospects, and where language barriers limit their chances of building a new life.

The project was a perfect fit for Yusra and Oris's shared mission. “We'd been looking for an established organisation

that was using sport to make a difference but needed support,” says Yusra, who worked with her contacts at UNHCR to select the project. “Welcome 66 was the perfect partner: sport is a pillar of their work, and they also teach French and offer training for job applications, but it was at risk of reducing its activities because of a lack of funding.”

Projects such as this are a good start, says Yusra, but the huge scale of the task remains. UNHCR now calculates that the number of forcibly displaced people around the world has reached a high of 120 million – around one-and-a-half times the population of Germany. “Unfortunately, the work has never been more important than it is now,” she says.

She remains committed to her role with UNHCR. “The vital humanitarian work carried out by UNHCR means people forced to flee their homes due to conflict or persecution, as well as those

who are stateless, are supported at every stage of their journey,” she says. “But UNHCR cannot do this alone and urgently needs support. Without increased contributions, the situation will only worsen, putting the well-being of millions at risk. The world is complicated, and it's crucial there is an international body to advocate for refugees.”

The human touch matters, too. “From my experiences,” says Yusra, “I know that kindness and compassion go a long way to improving the lives of refugees.”

Oris and the Yusra Mardini Foundation continue to work together. “It's making a real difference to refugees,” says Yusra. “Next, we're looking to initiate further sustainable projects with Oris that nable cooperation between NGOs and brands, and also to provide templates for other partnerships. There should be no such thing as envy in humanitarian work. We all want the same thing.”



11 ALWAYS GIVE BACK

In 2023, Oris Ambassador Yusra Mardini founded the Yusra Mardini Foundation to help transform the lives of refugees through sport. The Foundation is now an Oris Sustainability Partner, and we take great joy in supporting Yusra as she looks to fulfil the Foundation's mission to give refugees access to sports and education, and to back refugee athletes. “As a charity organisation, we're always dependent on support,” says Yusra. “We'd love it if people helped spread the word, or you can volunteer as a coach or for general work. And, of course, we also need the financial basis for our work. Every donation helps.” **[YUSRAMARDINIFOUNDATION.ORG](https://yusramardinifoundation.org)**



The raw material in the Aquis Date Upcycle dials has a randomised pattern, so that each watch becomes a unique work of art

ORIS.CH

12 BE THE CHANGE YOU WANT TO SEE

To solve a big problem, start with small solutions. Alone, none of us can end the climate crisis, but we can all make small changes in our lives that together make a big impact. One symbol of that attitude is the Aquis Date Upcycle series. Based on the new Aquis Date dive watch design, each piece is finished with a dial made from recycled PET plastic that might otherwise have ended up in the ocean. The process behind the raw material involves gently melting plastic fragments that form a randomised pattern as they set. This means each Upcycle dial is unique. As a sustainable watch company, we're proud to offer you watches that remind us all to be mindful of our plastic consumption.

AQUIS DATE UPCYCLE

The Upcycle version of the new Aquis Date is available with either a 43.50 mm, 41.50 mm or 36.50 mm stainless steel case. The signature 43.50 mm piece carries our Calibre 400 automatic. Each offers water-resistance to 30 bar (300 metres).

DISCOVER NOW



FORTY-FIVE

13

SPEND TIME IN NATURE

Our factory sits in
the Jura Mountains,
surrounded by nature.
Tending to the Oris
Garden brings our
people great joy

When our founders left the town of Le Locle in 1904 with a vision for their own watch company, they headed east and to the Swiss-German-speaking area of Switzerland. They'd heard of a beautiful village in the foothills of the Jura Mountains, and believed it would be a good place to build their business. More than 120 years later, the village of Hölstein and the forested Waldenburg Valley that flanks it continue to inspire us.

Our factory, the rose-coloured building that has become a valley landmark, has tall windows, designed so light can come in and watchmakers can look out. During the year, the view changes with the seasons, bringing sun, snow, flowers, leaves and shades of every colour imaginable. This proximity to nature, and the freshness of the air that it brings, have inspired generations of Oris people. It's made us who we are.

We encourage our people to get out into nature and find joy in its beauty. Some walk in their breaks, while others tend to the Oris Garden, opened a few years ago to give green-fingered team members the opportunity to cultivate the land, grow and harvest crops, and breathe in the beauty of the glorious landscape that surrounds us. Many of our guests take time to explore Hölstein's natural beauty while they're with us, too.

Behind this is an important philosophy: we believe in conserving the natural world for generations to come, and we are proud to be an independently certified climate neutral company. The Oris Garden is a small but powerful symbol of that attitude.



14

Claudine Gertiser-Herzog has grown up with Oris. Her father Ulrich W. Herzog (see page 16) is one half of the entrepreneurial duo that returned the company to its independent roots in 1982. "Oris has always been part of my life," she says.

But it wasn't until 2014 that she joined Oris. "That's when I truly began to understand what makes Oris so unique," says Claudine. She became Co-CEO two years later. "It's been an incredibly rewarding journey with an exceptionally talented, dedicated team, and my passion for continuing the legacy of this remarkable, independent Swiss watch company continues to grow."

In her decade with Oris, Claudine has observed significant changes in the watch world. "There has been a noticeable shift," she says. "Women are showing more interest in the world of mechanical watches and becoming more visible in it, too. We love the emotional value and stories in watches."

Some things will never change, though. "At Oris, we've always believed in our roots and our path, which are all about creating mechanical watches that bring a smile to people's faces," she says. "Especially in challenging times, investing in a long-lasting piece of joy that celebrates a personal achievement or marks an unforgettable moment becomes even more meaningful."

ORIS PEOPLE: **CLAUDINE GERTISER-HERZOG, CO-CEO**

TAKE A LONG VIEW

ORIS.CH



FORTY-NINE



The 60th Anniversary Edition is defined by the lumed block numerals on its dial. It's also the first contemporary Oris to feature our retro logo

ORIS.CH



15 REMEMBER THE GOOD

In the 1960s, the world was changing quickly. A bold new creative era had begun, fuelling art, design, architecture, music and film. At the same time, an upwardly mobile, style-conscious young generation was discovering international travel and with it fashionable new leisure pursuits such as recreational diving (or scuba diving as it would become known).

In 1965, as this bright new age dawned, Oris introduced its first dive watch – a handsome, highly practical, robust piece designed for adventure. It was a hit.

Sixty years on, we're delighted to revive that pioneering watch with the 60th Anniversary Edition. Details such as those period numerals at 3, 6, 9 and 12 return, as does our heritage "waterproof" logo, a first in a modern Oris watch.

60TH ANNIVERSARY EDITION

733 7772 4034-Set

The 60th Anniversary Edition's dial and bi-directional rotating bezel are pure vintage. The 40.00 mm watch comes on a stainless steel bracelet with an additional leather strap. It's water-resistant to 10 bar (100 metres).

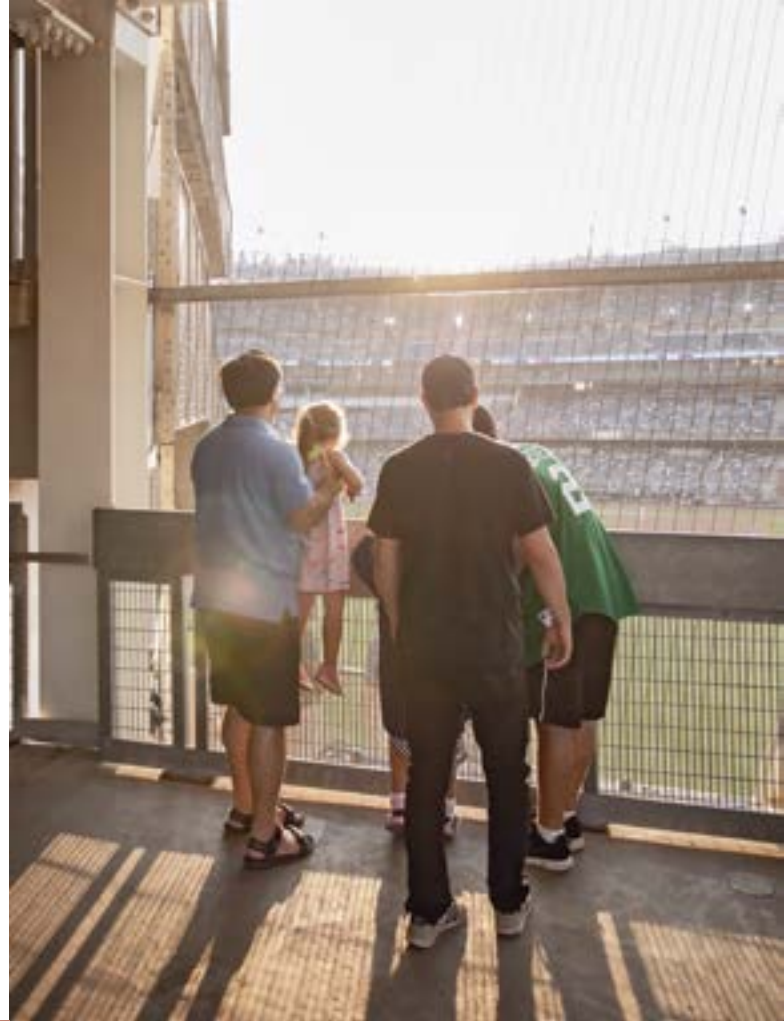
DISCOVER NOW



FIFTY-ONE

LIFE IS MORE THAN A BALL GAME

The New York Yankees is one of
the world's great sports teams.
It's also a thriving community



16



FIFTY-THREE

The late, great American politician and civil rights activist John Lewis once said: “What I try to tell young people is that if you come together with a mission, and it’s grounded with love and a sense of community, you can make the impossible possible.”

This century, much of how we once formed community has been eroded. We’re simultaneously more global in our outlook, and yet also more inward-looking, our lives dictated by stories we can’t control and devices that control us.

But such is the power of forging and maintaining strong communities that many high-profile organisations have now dedicated themselves to reaching out into their local areas to establish ties with local people, and work together to build strong local communities. It doesn’t matter who we are or where we’re from, we’re happier and healthier – and live better lives – when we come together. Community culture enriches us.

One of those organisations is the New York Yankees, the world-famous Major League Baseball team. Yankee Stadium in the Bronx has been a meeting point for local fans since the original was built in 1923; today, the new stadium has become a local community hub.

The Yankees partner with community-based organisations to host events at the stadium, and also dedicate millions of dollars to outreach programmes that bring positive educational, recreational and social change to the city’s residents.

At Oris, we’ve been hugely inspired by this model, building communities around the world through powerful partnerships with environmental and humanitarian organisations, and at a much more local level through Oris Social Clubs (see page 66). When we find our tribe and a sense of belonging, we can find peace and purpose. And this brings great joy.

“

EVERYONE WAS SO SUPPORTIVE OF ONE ANOTHER. STRONG CULTURE WINS



Yankee Stadium is a New York architectural landmark. It’s also a symbol of an active local community that comes together for the good of local people

For Aaron Boone, the New York Yankees manager (see right), brotherhood and community make a critical difference on the field of play, too. “We feel like at Yankee Stadium we have one of the great home advantages in all of Major League Baseball,” he explains. “Our fans are knowledgeable and passionate.

“Obviously, we have amazing history with this franchise,” he continues. “A history of winning. A history of excellence. And I would say, our guys absolutely feed off the energy of our fanbase. Any time we’re playing in a tight game, a big game, you can sense the fans getting behind us here at Yankee Stadium. It means a lot to everyone.”

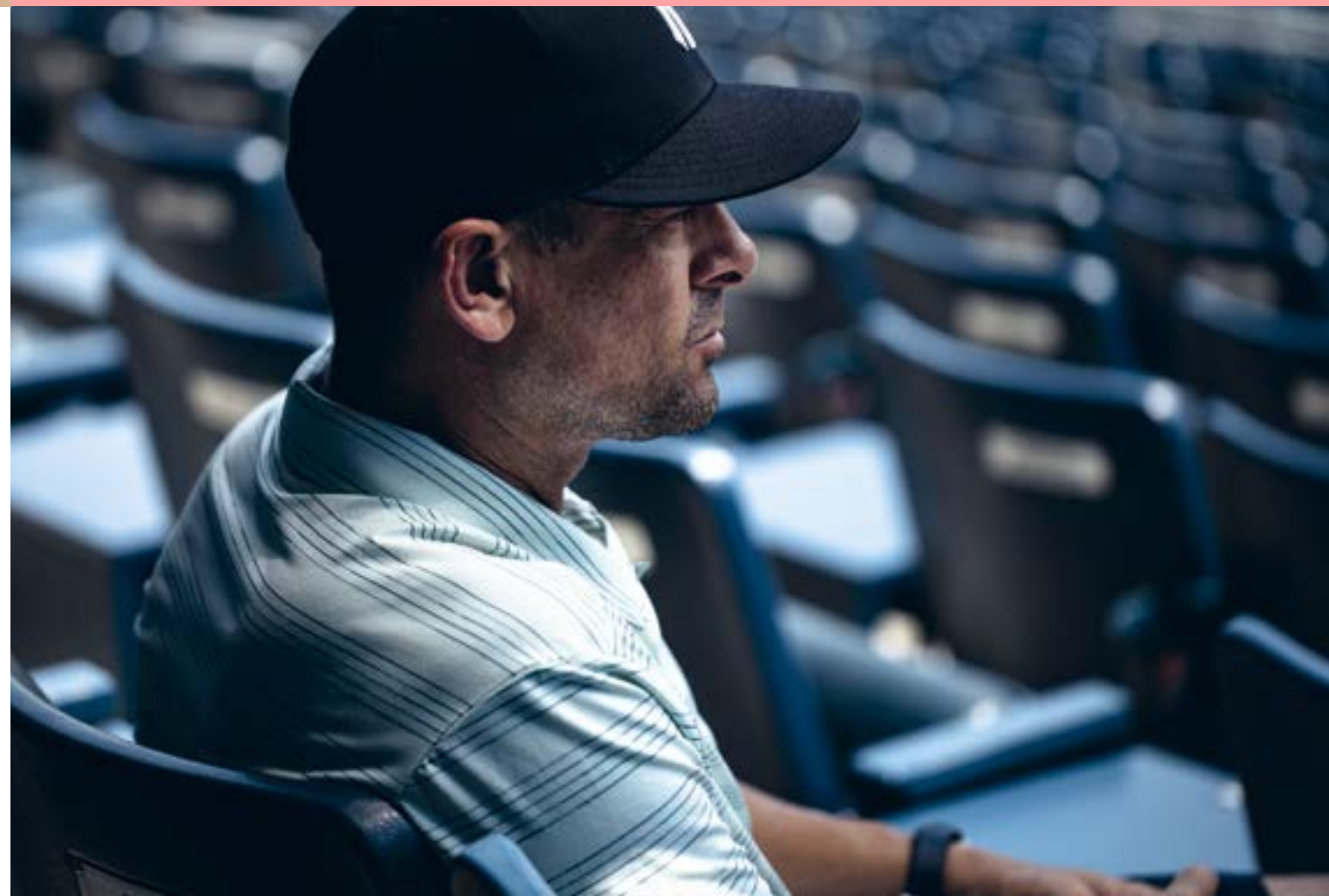
As we discovered when we went to New York City to visit Boone and the team, Yankees fans come from all walks of life, but they’re united in support of the team’s pursuit of victory.

Ultimately, community wins. “At the best clubs I played for, the culture was strong because everyone was supportive of one another,” says Boone. “A strong culture wins over a long season.”

17 BEING ON A TEAM IS GOOD FOR YOU

Aaron Boone was appointed manager of the New York Yankees, the most successful team in Major League Baseball history, in late 2017, and has now taken charge of more than 1,000 games. In 2024, he led the Yankees to its first World Series appearance in 15 years. A baseball season is a test of mental and physical endurance, running over 162 games. Boone says success and survival depend on a strong, supportive team culture.

“Struggles are part of Major League Baseball,” he says. “Success, failure, adversity – they’re all inevitable in our game, and I think one of the prerequisites to being successful as a Major Leaguer is you’ve got to be able to deal with those things. Not only as a team but individually and on a daily basis. The really good teams help establish a culture where, when a guy is struggling, they create an environment that addresses those things. We want it to be that our guys can’t wait to get here, to work and improve. We all play a role in that, from myself to coaches and players, supporting one another so we can get the most out of each and every guy.”



18 SOAK UP SUMMER

What if it were always summer? Here in Hölstein, we love our winters, when the Waldenburg Valley is coated in snow. But there are days when we miss the warm glow of summer. That's what inspired the Taste of Summer editions of our luxury everyday toolwatch, the Aquis Date. This year, two fresh variants: one at 36.50 mm finished with a sunrise red-pink gradient dial, and a second at 43.50 mm with a midnight purple gradient dial. Both capture an element of summer light and the feeling of eternal summer. At the same time, they remain the stylish, versatile Aquis Date, complete with high levels of water resistance and useful devices such as a uni-directional rotating bezel and a screw-down crown with protection – ready for anything. Inside, both carry Swiss Made automatics, visible through transparent case backs.

AQUIS DATE TASTE OF SUMMER

733 7792 4158-07 8 19 05 P (36.50 mm)

733 7789 4158-07 8 23 04 PEB (43.50 mm)

The colourful stainless steel Taste of Summer models have uni-directional rotating bezels, automatic movements and 30 bar (300 metre) water resistance.

DISCOVER NOW



The 36.50 mm version of the Aquis Date Taste of Summer has a red-pink gradient dial, like the blush promise of a summer sunrise

19

Oris's Head of Design Lukas Bühlmann works to a simple brief. "An Oris watch must spread joy and it must put a smile on people's faces," he says. "That's it. Even when it's a serious watch."

Lukas joined Oris a decade ago. During his time in Hölstein, he's worked across our watch portfolio, from avant-garde statement pieces such as the skeletonised ProPilot X Calibre 115 to the classic everyday Divers Date sports watch (see page 28). "If you look at these designs years later, they still make sense, just as they did on day one," he says. "That's testament to the success of the design and engineering behind them."

Even while good design survives the passing of time, Lukas says the relationship he has with Oris's customers has evolved. "Oris wearers have become more curious, and they clearly recognise innovative, credible design that sometimes comes with a wink," he says. "I think that's what we're known for across the industry now."

How does that inform his process? "You're forced to pay a lot of attention to the details," he says. "And, at the same time, you must not forget the overall picture: it should be a beautiful object and it should fit Oris and the collection. We incorporate some incredible technical innovations but, above all, we want to bring people joy with our watches."

ORIS PEOPLE: LUKAS BÜHLMANN, HEAD OF DESIGN

REJOICE IN THE DETAILS

ORIS.CH



FIFTY-NINE

20 FIND INSPIRATION IN NATURE

The ProPilot X Calibre 400 Laser's dial contains no pigment. Instead, it uses an innovative technique replicated from the natural world

The French author and poet Victor Hugo once wrote: "To love beauty is to see light." Watchmaking is a story of light. The Oris factory was designed with high ceilings and vast windows, allowing light to flood into the workshops so watchmakers could more easily manage tiny parts and tolerances. A watch casts light on time.

The ProPilot X Calibre 400 Laser captures this idea as well as any watch. Its whirlpool dial appears blue and green, and yet it contains not one drop of colour pigment. Instead, that shimmering titanium surface is produced using a special lasering technique that replicates a phenomenon found in nature called optical interference. This destroys red light waves, while reflecting blue and green waves. It's this that gives a beetle's wings their iridescence, for example.

To achieve this spectacular innovation, our in-house engineering team turned to our friends at ETH Zürich, the prestigious

Swiss university. We have a partnership with ETH that gives us access to some of the world's brightest and most entrepreneurial minds, while giving them the opportunity to develop their theoretical ideas into real-world products. They introduced us to a research lab working on this pioneering lasering technique, and the ProPilot X Calibre 400 Laser was born.

On the wrist, the dial appears to change colour as it moves, issuing a kaleidoscopic spectrum of blues and greens. For the dial details, we adopted a second laser technique that creates a three-dimensional effect, so the logo, indices and minutes track appear applied.

Inside its 39.00 mm titanium case is our game-changing Calibre 400 automatic. It has a five-day power reserve, elevated levels of anti-magnetism and a 10-year warranty. Inspired by nature, the ProPilot X Calibre 400 Laser is a technological beauty: beauty, seen through light.

PROPILOT X CALIBRE 400 LASER

400 7778 7150-07 7 20 01 TLC

This laser-dial version of the ProPilot X is equipped with a titanium 39.00 mm case and bracelet, and our five-day, anti-magnetic Calibre 400 automatic.

DISCOVER NOW





The Oris Sustainable Watch Box is made of recycled and responsibly sourced cardboard. It's lightweight, low-volume and low-impact.

BELIEVE IN BETTER

What if there were new ways of doing old things? This is the question the pioneer asks. It's also the question we asked of our packaging. A watch needs a box for presentation and protection, but ours was big and heavy, and its material profile fell short of our environmental standards. What if we could find a new way? A better way?

Today, when you purchase one of our watches, it will come in the innovative Oris Sustainable Watch Box. It's made entirely from cardboard and paper, more than half recycled, with the remainder coming from FSC-certified sources. As well as being lightweight, it's also flatpack, lowering its transport volume by 54 per cent compared with our previous packaging. The environmental benefits are huge, too. The new box brings our consumption of plastic-related materials down by more than 1.5 tonnes annually, equivalent to a weight reduction of 65 per cent. In all, it reduces our packaging carbon emissions by 50 per cent. A new way of doing things. A better way.

21

22 PUSH YOUR LIMITS

The Aquis Pro 4000 m is a highly technical watch designed to take you on your next adventure

In every dive watch there is a sense of unexplored potential. Assuming it's been properly designed and engineered, it can go with you into environments where few dare to tread, taking you into magical underwater worlds where nature hides profound secrets. A dive watch is a portal to the most joyful adventures.

Oris entered this world six decades ago and in the time since has become one of the world's leading dive-watch innovators. Today, our dive-watch collection is led by this, the Aquis Pro 4000 m, a professional dive watch that can withstand pressures of up to 400 bar, equivalent to a depth of 4,000 metres or around 13,000 feet. We've never made a watch that can go deeper.

To reach those depths, the Aquis Pro 4000 m carries some weighty technical credentials, starting with its case. Measuring 49.50 mm across, it's cast in lightweight titanium. Its XL form means we can pack in a large-scale, highly legible dial detailed with oversized, lumed elements, while the material means it's durable and still extremely wearable. The crown screws down and is flanked by two protectors to deflect unintentional underwater knocks that could compromise the watch's integrity. And it's set on a versatile blue rubber strap with an adjustable folding clasp.

But its signature function is the Oris-patented Rotation Safety System bezel, known as RSS and developed with professional divers. Using a lift and click system, the bezel can be locked into place for timing dives, delivering extra reassurance.

It's also loaded with our Calibre 400 automatic, adding a five-day power reserve, anti-magnetism and a 10-year warranty to its impressive profile. It's a watch that will help you push your limits.

AQUIS PRO 4000 M

400 7777 7155-Set

The Aquis Pro 4000 m is one of the most innovative watches we've ever made. It's water-resistant to 400 bar (4,000 metres) and features the Oris-patented Rotation Safety System

DISCOVER NOW

ORIS.CH



SIXTY-FIVE



CLUB TOGETHER

Oris Social Clubs are driving new friendships and purposeful communities all over the world

At Oris, we believe passionately in the power of community to unite people, to bring change and to inspire joy. That's why we created the Oris Social Club (OSC) concept, a movement that now has more than 50 chapters and 20,000 members around the world. With new chapters popping up all the time, everyone is invited to join the club.

"We want to embrace and pass on the same down-to-earth, inclusive feeling I've always got from Oris," says Henrik Nilsson, who set up the Stockholm branch of the OSC in Sweden in August 2021. "So our events are really chilled. We

usually meet over beers and food, and start friendships and conversations that continue and develop beyond the group."

Chapters may form around Oris, but you don't have to own an Oris watch, or even know much about watches, to be a member. "Everyone is welcome," says Henrik. "It's an inclusive community, and we have a nice mix of collectors and people who know a lot about Oris, as well as some who are new to the brand."

Most chapters meet at least a couple of times a year, with some smaller gatherings arranged by members as friendships develop. Sometimes groups

will organise special-interest events, too. "We visited the auction house Sotheby's and learned about their business," says Henrik. "At another event we went to a studio where they were painting an Oris dial during the event."

The OSC movement has also created opportunities to organise or donate to clean-up activities in local communities, in keeping with Oris's mission to bring positive change to people and planet.

"When people come together and new friendships begin, it's a joy," says Henrik.

To join or form an Oris Social Club, please email oris.socialclub@oris.ch

23



BRING YOUR WATCH BACK TO LIFE

The Oris Restoration Division can work wonders, reviving much-loved watches

While we say an Oris watch will deliver a lifetime of joy, there is always a caveat – the same caveat that applies to every mechanical watch ever made: it will require regular, routine maintenance to account for wear and tear, and may need to be repaired if it is damaged during daily use. The deep joy of a mechanical watch is that it will never become obsolete, and instead will remain serviceable for a lifetime.

But watches don't always come back to us for those services. Left for years, they can slow up and even stop as lubricants deteriorate and parts wear. And, of course, some watches live very adventurous lives and need repairing. This is why the Oris Restoration Division was set up. Here, our skilled, patient watchmakers bring tired and sometimes broken watches back to life, with astonishing results. While we can't promise we can repair any watch, we're always happy to offer an assessment. See the results on our YouTube channel, and if you have a watch that needs some attention, email us at brand@oris.ch.

Scan this code to watch the Oris Restoration Division in action

DISCOVER NOW



A beautiful mechanical watch is, to borrow a phrase from the great poet John Keats, a joy forever. Over time, we've learned that many Oris watch owners and enthusiasts also love to express that joy through tailored accessories and apparel. For you, we created the Oris Love Items collection, a range of thoughtfully curated bags, sweatshirts, watch rolls and more that capture the joyful creative spirit of Oris.

And when we talk about the Oris spirit, we're not just talking about expertly designed and produced items. We're also talking about products that are responsibly and sustainably conceived and manufactured by carefully vetted suppliers. For example, accessories created in collaboration with our long-time partner Cervo Volante are made from sustainably sourced deer leather here in Switzerland, while our tees and sweatshirts are made from Portuguese organic cotton.

Whether purchased for yourself or for a loved one as a gift, Oris Love Items are a natural source of joy. Discover the collection at [oris.ch](https://www.oris.ch)

Visit the Oris eShop or one of our boutiques to discover our collection of beautifully designed, sustainably sourced and produced Love Items





26 COME AND SEE US IN HÖLSTEIN

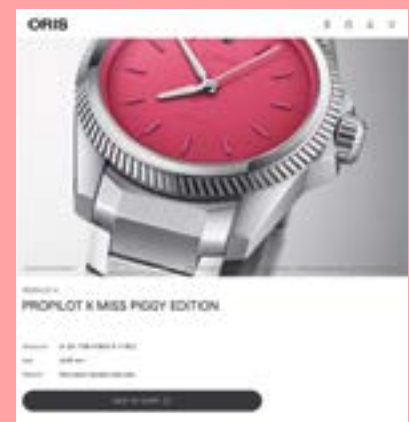
You'll have to forgive us if we get a bit misty-eyed when we talk about Hölststein. This unassuming little place, tucked away in the beautiful, undulating landscape of the Waldenburg Valley, has given us everything. Oris was founded here in 1904 and it's been our home ever since. It's our beating heart, and from here every watch we create and everything we do flows. So it's our pleasure to invite you to come and see it for yourself. The famous rose-coloured walls of our building offer a warm welcome to all. Step inside and you'll find friendly faces who'll guide you to our service centre and our Flagship Boutique, where we stock every watch we produce as well as a special collection of rare discontinued pieces. To arrange your visit, email hoelstein.store@oris.ch

DISCOVER NOW

Take your time at the Oris Hölststein Flagship Boutique, where you'll find a warm welcome and access to our full watch collection

STEP INTO OUR ONLINE WORLD

While we always love it when you come and visit us in Hölststein or in our boutiques, we know that won't be possible for a lot of people. But we live in a digital age, and it's our joy to share what we do in Hölststein with our collaborators online, too. Our website is regularly updated with Oris news, as are our social and YouTube channels, where we now have a rich archive of films that tell the Oris story, covering launches, partnerships and the breathtaking work of the Oris Restoration Division (see page 68). So like, follow, subscribe – and we'll see you out there.



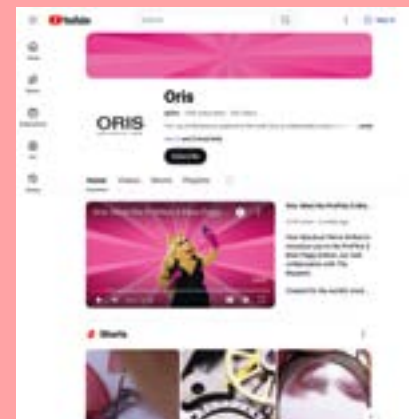
WEB

The Oris website was recently revamped to deliver a super-slick user experience. You can search our collections, order online, discover the Oris world and find your nearest Oris boutique, authorised dealer and service centre. For the full experience, visit [oris.ch](https://www.oris.ch)



SOCIAL

The best way to stay up to date with Oris launches and stories is, of course, by following us on social media. We're most active on Facebook, Instagram, Pinterest, TikTok, Weibo and Youku, where we post regularly about new watches and the Oris world.



YOUTUBE

A few years ago, we started posting films of the Oris Restoration Division's work on YouTube. Those films have racked up millions of views, and it's a pleasure to continue producing them for you. Alongside those, you'll find new product films and much, much more.

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Oris 2025/26

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